



Project Overview



Increase Revenue with Efficient Selling

Achieving Aggressive Growth Goals with Oracle Sales Cloud and Customer Hub



Specialized
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Oracle Data Quality

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Increase Revenue with Efficient Selling

Business Challenge

A multibillion-dollar freight transportation and logistics company with five subsidiaries and more than 13,000 employees that solve complex transportation and logistics challenges. The company's vision is to reach \$1 billion in revenues organically and through targeted mergers and acquisitions. Leaders have identified several levers to fuel organic growth including acquiring new customers, cross-selling and up-selling existing customers and introducing new products and services. Acquisitions that enhance their strategic growth goals will also play a key role.

Without an integrated view of its business, the company will continue to encounter obstacles to aggressive and efficient growth. Currently their team uses a mix of manual and digital workflows. In addition, their disparate systems don't share data. As a result, they cannot measure customers' market potential and are limited in their ability to effectively communicate with customers. With Oracle MDM as a key component of their cloud sales strategy, they plan to overcome these obstacles.

Solution

The enterprise's systems and processes now suffer from the lack of a complete view of its business. To address these issues, they recently purchased Oracle Customer Hub and Sales Cloud, and will be partnering with eVerge Group on the implementation. Equipping itself with modern processes and a full customer experience capabilities will enable the company to reach their goals effectively and efficiently.

Today	Tomorrow
Disparate Systems	Integrated Systems
Missing/Duplicated Information	Complete/Accurate Information
Inconsistent Definitions	Standardized Definitions
Manual Acquisition Processes	Automated Acquisition Processes
Limited Cross-Selling	Team-Based Selling
Impersonal Communications	Targeted Interactions
Islands of Prospecting	Standardized Lead Flows
Market Opportunity	Account Opportunity
High Administrative Effort	Low Administrative Effort
Inefficient Coverage and Impact	Efficient Coverage and Impact
Low Margin Opportunities	High Margin Opportunities

The company will achieve consistent customer interactions across the organization through consolidation of data sources and data quality tools resulting in actionable analytics and better visibility into accounts. After the implementation of Oracle Sales Cloud and Customer Hub, their team will benefit from:

- The ability to push leads across channels
- A defined sales process to create and work sales opportunities
- Collaboration across the enterprise between all business units
- Mobile access for their sales team
- Operational dashboards for real-time interactions and reporting
- Recommendation engine to support cross-sell and up-sell opportunities

The team estimates significant increases business improvement opportunities through the resulting efficiencies and optimizations. This will contribute to revenue goals as well as streamline their processes to simply future acquisitions.